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# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 720-4330  
Letter No. 2530 Nov. 1, 1991

**NEW FAX NUMBER** -- In the fog of changing phone numbers, our fax number did change, much to our surprise! Our new fax number is **(202) 690-2165**. USDA Radio-TV's number is now **(202) 720-4330**. USDA's **Ag NewsFAX** changed to **(202) 690-3944**. USDA Radio's Newslines stayed the same -- **(202) 488-8358/59**. We hope you're not too confused.

**HOTLINE EXPANDS** -- USDA has expanded its toll free **Meat & Poultry Hotline** to include answering consumers' nutrition questions about meat & poultry, in addition to providing info about food safety & labeling. "We are pleased to be able to inaugurate this new service during National Consumers' Week as a way of recognizing the important role consumer education plays in our society," says **Jo Ann Smith**, USDA assistant secretary for Marketing & Inspection Services. More than 278,000 people have gotten food safety & labeling info from the Meat & Poultry Hotline since it began operation in 1985. **Contact: Sue Conley (202) 720-9351**.

**OIL CROPS UP** -- Unexpectedly good soybean yields, despite dry conditions in the Midwest, have put the 1991 U.S. crop at 1,934 million bushels. The size of the recovery exceeded even the most optimistic estimates, USDA economists say. The U.S. 1991-92 crush is forecast at a record-high 1,225 million bushels & soybean exports should climb to 625 million bushels. This year's short Brazilian crop will provide marketing opportunities for the U.S., at least through the first half of the 1991-92 year. **Contact: Roger Hoskin (202) 219-0804**.

**SCREWWORMS TO EL SALVADOR** -- USDA has begun sending sterilized screwworm flies to El Salvador for aerial release in a screwworm eradication program, USDA officials say. "This is the beginning of active operations under the screwworm eradication agreement which USDA signed with El Salvador last July," says **Alejandra B. Thiermann**, of USDA's Animal & Plant Health Inspection Service. El Salvador, the third Central American country to adopt a screwworm eradication program, will receive 12 million sterile flies twice a week throughout the two-year eradication project. Honduras has signed a similar agreement & is scheduled to begin receiving sterile flies by the end of the month. **Contact: Mary Yurkovich (301) 436-7251**.

**NAFB MEETING COMING UP** -- The National Association of Farm Broadcasters 47th Annual Convention will be held Nov. 13-17 in Kansas City. Highlights include **Trade Talk**, USDA Assistant Secretary of Agriculture **Bruce Gardner** & keynoter **John Holliman** of CNN. **Contact: Roger Olson (612) 224-0508**.

**COOPERATIVE BUSINESS UP** -- U.S. farmer cooperatives reported the highest net business volume in history in 1990. Combined business volume for cooperatives ending their business year in 1990 was \$77.2 billion, or 7.1 percent above \$72.1 billion in 1989. Before 1990, the highest volume on record was \$73 billion in 1984. Net income of \$1.4 billion in 1990, however, was down 21.8 percent from the nearly \$1.9 billion reported for 1989. Decreased earnings of farm supply & dairy cooperatives were major contribution factors. **Contact: George Martin** (202) 720-6483.

**RICE PRODUCTION UP** -- USDA economists are forecasting U.S. 1991 rice production at 157.7 million hundredweight -- up 2 percent from a year earlier. Combined output of long grain rice is forecast up 4 percent, while medium & short grain output is expected to fall 3 percent. Yields for 1991 are currently forecast at 5,571 pounds per acre, up 1 percent from 1990, but well below the record 5,749 reached two years earlier. Historically, exports have accounted for about 50 percent of total U.S. rice production. However, in the last few years, domestic use has surged ahead of exports. **Contact: Janet Livezey** (202) 219-0840.

**NEW COMPUTER SPEEDS ANALYSIS** -- A new computer system at a USDA lab in Athens, Ga., gives scientists a faster analysis of flavor, juiciness & texture of foods. "We now have immediate information on the fruit, vegetable and poultry samples that taste panels are testing," says **Brenda G. Lyon** of USDA's Agricultural Research Service. Lyon is in charge of food sensory studies at the agency's Russell Research Center in Athens. Sensory analysis is part of the lab's research into the quality characteristics of traditional fruits, such as peaches & plums, and "new" fruits like oriental persimmons, passion fruit & Asian pears. **Contact: Brenda G. Lyon** (404) 546-3167.

**GRAIN INSPECTION SUBCOMMITTEE TO MEET** -- USDA's Federal Grain Inspection Service's Financial Advisory Subcommittee will meet Fri., Nov. 15, at the USDA/FGIS Technical Center, 10383 North Executive Hills Blvd., Kansas City, Mo. Agenda items will include the agency's financial status, fee structures & overhead. **Contact: Dana Stewart** (202) 720-5091.

**USDA HELPS LIMIT RABIES OUTBREAK IN TEXAS** -- USDA has increased animal control efforts to help halt the spread of rabies in south Texas. The rabies outbreak -- primarily among wild dogs & coyotes -- is reportedly the largest epidemic in the state since 1920. It has endangered human health & resulted in the death of two people. "Our primary goal is to prevent coyotes and other predators from infecting domestic animals and people," says **Bobby Acord**, deputy administrator for USDA's Animal & Plant Health Inspection Service. **Contact: Robin Brown** (301) 436-6573.

<p><i>Editor: Marci Hilt Phone: (202) 720-6445</i>  <i>Fax: (202) 690-2165</i></p>
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## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1795** -- On this edition of **Agriculture USA**, **Brenda Curtis** travels to Huntington, W. Va., the site of the fifth hearing of the President's Council on Rural America. The hearings are being held to learn from the public what the federal government can do differently to help local economies. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1277** -- Help for rural America; growing edible flowers; the benefits of composting; grocery store evolution; negative option clubs. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1785** -- USDA News Highlights; Sec. Madigan talks about farming in the USSR; 1992 feed grain loan rate; case of the Chinese pigs; rural roads & bridges. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1444** -- Superior soybeans; selenium folklore; fish oil & diabetes; slow-ripening tomatoes; tense tomatoes? (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Mon., Nov. 18, catfish production; Tues., Nov. 19, wheat outlook, cattle on feed, weekly weather & crop update; Wed., Nov. 20, ag outlook; Thurs., Nov. 21, cotton & wool outlook, ag trade update; Fri., Nov. 22, feed outlook, livestock & poultry update. **(These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)**

**DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

Material changed at 5 p.m., EST, each working day.

## FROM OUR TELEVISION NEWS SERVICE

**FEATURES** -- **Lynn Wyvill** reports on year-round turkey consumption & the President's Council on Rural America; **John Snyder** reports on farmland preservation.

**ACTUALITIES** -- Secretary of Agriculture **Edward Madigan** on his nine-day trip to the Soviet Union; USDA meteorologist **Ray Motha** with the latest weather & crop situation; USDA economist **Roger Hoskin** on oil crops & USDA economist **Steve MacDonald** on ag trade.

**UPCOMING FEATURES** -- **DeBoria Janifer** reports on innovative recipes for the school lunch program; **Lynn Wyvill** reports on controlling peanut leafspot disease & **Pat O'Leary** reports on the Agricultural Outlook Conference.

**EVERY OTHER WEEK** -- **Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

*Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8:*

**Thursdays** from 7:30 - 7:45 p.m., EST, **Saturdays** from 10 - 10:45 a.m., EST, and **Mondays** from 8 - 8:45 a.m., EST.



## OFFMIKE

**KEEP AN EYE**...on barge freight rates in the midwest, says **Max Armstrong** (WGN/Tribune Radio Network, Chicago, Ill.). Major influences on rates will be demand and river water levels. Max recently returned from a tour of Egypt, Algeria, Spain & Portugal. One of his reports was about the marketing efforts for U.S. farmers by USDA's Foreign Agricultural Service ag attaches.

**USED EQUIPMENT SALES**...have been steady in Minnesota, says **Al Carstens** (KATE, Albert Lea, Minn.). There has been a good market for used combines. New equipment sales have not increased.

**NEW EVERYTHING**...has been installed, says **Al Heinz** (KGLO/KIAI, Mason City, Iowa) for FM. New transmitter, tower, call letters & live programming. Al says 100 kw signal makes quite a circle.

### ***Farm Broadcasters Letter***



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Radio-TV Division  
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**URGING LISTENERS**...to write letters regarding the proposed definition of wetlands has been a recent programming activity of **Jeff Nalley** (WOMI/WBKR, Owensboro, Ky.). Jeff says wetlands regulations could have a big impact on producers in his area. Jeff extends an invitation to attend the NAFB northeast region meeting, May 1-3 next year. He's hosting it in Owensboro.

**LISTENER RESPONSE**...indicates the Environmental Protection Agency will be receiving letters from producers in the area served by **Jim Coyle** (KRES, Moberly, Mo.). Jim says his programs about wetlands regulations generated a lot of response from farmers.

**CONGRATULATIONS**...to our **Patrick O'Leary** (USDA-TV). His five-part series "The California Drought: Unsettling the West," was selected as documentary category winner of the National Association of Government Communicator's Gold Screen Award. He'll receive the award Dec. 5 during the association's communications school. And, Pat & his wife Molly are parents of a 6 lb., 3 oz. baby boy, **Sean Patrick**, who arrived Oct. 27.

  
**VIC POWELL**  
Chief, Radio & TV Division